SYLLABUS

Instructor  Stephanie Cunningham, Professor of Graphic Design
location: Ft Lauderdale AT306A
ph: 762-5060  email: cunningh@fau.edu

Office Hours  Monday & Wednesday 11 am–1 pm or by appointment

Prerequisites  BFA in Art Department in senior standing, last semester

Objectives  This course will guide students towards employment or graduate school through:
1) development of creative portfolio/presentation packet;
2) preparation for a public viewing of portfolios and/or studio art works.

Required Texts  How to Create a Portfolio and Get Hired, Fig Taylor
Designing Creative Resumes, Gregg Berryman, George Young, Skillsoft
Writing for Design Professionals, Stephen A. Kliment, W. W. Norton

References  Breaking into Graphic Design, Michael Jefferson
Business and Legal Forms for Graphic Designers
University Center for Excellence in Writing: www.fau.edu/UCEW/
   Boca Campus: SO107, Davie Campus: LA240F

Books for the Downtown campus are available at the Davie campus bookstore.
Students can also order their books on-line at www.fau-davie.bncollege.com,
whywaitforbooks.com or from other on-line sources such as half.com.

Attendance  3 absences allowed. Each subsequent absence=5 pt drop in course grade
            3 late arrivals or early departures=1 absence
            Arriving over 20 min. late or departing over 20 min. early will be marked as absent
            Critique or presentation absences will count as 2 absences

   Attendance and participation in BFA show is mandatory, any student who is LATE
   or NOT IN ATTENDANCE will fail the course.

   You are required to attend 3 design events this semester as part of your course
   attendance: Ellen Lupton lecture (2.3.11), AIGA Miami Portfolio Reviews (TBA),
   Broward Exhibit Juror’s lecture (TBA).

Grades  Grades are calculated according to the checklist/grade sheet provided with
   consideration for:
   - Attendance and participation in & out of class
   - Class preparedness & meeting deadlines
   - Design of invitation, system, promo, thesis project & digital portfolio
   - Concept development, execution, & craft
   - Quality of presentation of required assignments & essay
   - Oral Presentations
   - Final Portfolio

ALL CELL PHONES MUST BE TURNED OFF DURING CLASS–NO TEXTING
Requirements* - Presentation Packet (must be visually unified and follow EXACT format to pass)
- Projects and class work
- Committee work (participation in BFA show preparation)
- Creative BFA show announcement
- Portfolio Presentations (in class and at BFA show)
- Learning Compact Assignment (essay)

* instructor reserves the right to change the project assignments and due dates given in this course.

Communication Official FAU information is communicated via your FAU email account. You are obligated to regularly check this account and make certain that your box is not full and unable to receive email. All class communication will be conducted by FAU email.

Disabilities In compliance with the Americans with Disabilities Act (ADA), students who require special accommodations due to a disability to properly execute coursework must register with the Office of Students with Disabilities (OSD) located in Boca Raton SU 133 (561-297-3880), in Davie LA 240 (954-236-1222), in Jupiter SR 117 (561-799-8585), or at the Treasure Coast JU 312 (772-873-3441), and follow all OSD procedures.

Academic Integrity Students at Florida Atlantic University are expected to maintain the highest ethical standards. Academic dishonesty, including cheating and plagiarism, is considered a serious breach of these ethical standards, because it interferes with the University mission to provide a high quality education in which no student enjoys an unfair advantage over any other. Academic dishonesty is also destructive of the University community, which is grounded in a system of mutual trust and places high value on personal integrity and individual responsibility. Harsh penalties are associated with academic dishonesty. For more information, see wise.fau.edu/regulations/chapter4/4.001_Code_of_Academic_Integrity.pdf

ALL CELL PHONES MUST BE TURNED OFF DURING CLASS–NO TEXTING
SCHEDULE (subject to change)

Class begins Jan 10
Application for degree Jan 21 @ 5pm
Last Drop Mar 4
MLK–no class Jan 17
Spring Break–no class Mar 7–13
Last Class Apr 27
Final Exam Day May 2 @ 10:30 am

Graduation May 5 or 6
Grades due May 9

Date of the exhibit to be determined through class discussion and availability of venue.
Show must take place between Apr 18-May 5.
The Boca BFA will take place on Apr 21, 2011.

Week 1 {jan 10 & 12}
M Course overview, discuss options, assign groups
W Committees meet, invite examples, letters

Week 2 {jan 17 & 19}
M MLK–no class meeting
W Portfolio present: Group 1
  Design Philosophy due
  Class donation letter due

Week 3 {jan 24 & 26}
M Portfolio present: Group 2
  5 invitation concept mock-ups
W Portfolio present: Group 3

Week 4 {jan 31 & feb 2}
M Portfolio present: Group 4
  Revised Philosophy due
W Portfolio present: Group 5
  Refined best invitation concept

Ellen Lupton lecture Feb 3, 2011

Week 5 {feb 7 & 9}
M Class VOTE on final invitation design
W PDF presentation examples

Week 6 {feb 14 & 16}
M Letterhead & business card: 5 roughs due
W Resume & cover letter written text due

Week 7 {feb 21 & 23}
M 3 invite print bids due
W Refined layouts due
  Discuss self-promotional piece

Week 8 {feb 28 & mar 2}
M Photo Day AT304
  Venue & date finalized
W Designer-Artist essay due
  Paperwork for print vendor payment

Week 9 {mar 7 & 9}
Spring Break–no class meeting

Week 10 {mar 14 & 16}
M Letterhead, cover letter, business card, resume due
  10 self-promo concepts
W website draft presented to class

Week 11 {mar 21 & 23}
M Portfolio present: Group 1
  best concept promo mock-up due
W Portfolio present: Group 2

Week 12 {mar 28 & mar 30}
M Portfolio present: Group 3
  invite printed & website live w/portfolio links
W Portfolio present: Group 4
  invite mailed

Week 13 {apr 4 & 6}
M Portfolio present: Group 5
W Binder Review

Week 14 {apr 11 & 13}
M Self promotional pieces due
W class business

Week 15 {apr 18 & 20}
M class business
W class business

Week 16 {apr 25 & 27}
M Venue site visit, students meet at location of exhibit
W Last day of class / mounting day AT311

Week 17 {may 2}
M Exam day: class binder due between 10:30–1:00pm
  in AT306A
Course requirements check list and grade sheet:

- Presentation packet (in order) (20)
  - Title page
  - Table of contents
  - Unofficial transcripts
  - Resume (well-designed)
  - Designer/Artist statement
  - Cover letter on your letterhead
  - Business card
  - Labeled CD/DVD with digital portfolio
  - CD/DVD project description sheet w/thumbail images
  - Essay paper on art and/or design (grade ___)
  - Three references
  - Signed collaboration statement
  - Self promotional piece (photo if 3-D)
  - BFA show invitation
  - Grade sheet

- Formal class presentation of digital portfolio (20)

- Presentation of work exhibited at BFA Show & Thesis project (30)

- Class participation and contribution to the staging of the BFA Show (20)

- Meeting deadlines/attendance (10)

- FINAL GRADE (100)

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Course Grade

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